I Claim:

1. A method for enabling audio-based linking to the internet, comprising:

steganographically encoding an audio signal with address information; and

distributing the encoded audio signal to users, who can decode the address information therefrom and use same in establishing a link to the internet.

2. The method of claim 1 in which the address information is not recognizable as such to human listeners of said audio signal.

3. The method of claim 1 in which the address information comprises a URL.

4. The method of claim 1 in which the address information comprises an index to a remote data structure, the remote data structure having a corresponding URL address stored therein.

5. The method of claim 1 in which the audio conveys said address information notwithstanding transformation into or out of digital form.

6. A computer readable storage medium having stored thereon audio encoded according to claim 1.

7. A method for enabling graphic-based linking to the internet, comprising:

receiving digital data corresponding to a graphic image;

steganographically encoding the graphic image to hide plural bit address information therein; and

distributing the encoded graphic image data to users, who can decode the address information therefrom and use same in establishing a link to the internet.

8. The method of claim 7 in which the graphic image conveys said plural-bit address information notwithstanding transformation into or out of digital form.

9. The method of claim 7 in which the address information is not recognizable as such to human viewers of a rendered version of the encoded graphic.

10. The method of claim 7 in which the address information comprises a URL.

11. The method of claim 7 in which the address information comprises an index to a remote data structure,

the remote data structure having a corresponding URL address stored therein.

12. The method of claim 7 in which the encoded graphic conveys said address information notwithstanding transformation into or out of digital form.

13. The method of claim 7 in which the graphic comprises a photographic image.

14. A computer readable storage medium having stored thereon a graphic encoded according to claim 1.